

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:1330

ANSWERED ON:09.02.2017

Handmade Clothes

Tripathi Shri Sharad

Will the Minister of TEXTILES be pleased to state:

- (a) the steps taken by the Government for ensuring sale of handmade clothes;
- (b) whether the Government is formulating any scheme for organizing exhibitions at tourist places for increasing the sale of handmade clothes so as to encourage the tourists to purchase local handicraft items and handmade clothes; and
- (c) if so, the details thereof?

Answer

MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a) to (c): The Government of India has been supporting the handloom sector for facilitating sale of handmade clothes by way of giving financial assistance to handloom agencies and State Government to organize National Level, State Level and District Level handloom exhibitions for providing direct platform to weavers for selling handmade clothes.

During the financial year 2015-16 a total number of 358 domestic exhibitions/expos and 9 number of international expos have been sanctioned. In addition, many e-Commerce entities have been engaged for online marketing of handloom products, and 'India Handloom' Brand (IHB) retail stores for selling of IHB products.

Such exhibitions are organized throughout the country including tourist places, such as Surajkund (Faridabad), Ganga Mahotsav (Varanasi), Craft Mela (Udaipur), Toshali (Bhubaneswar), Taj Mahotsav (Agra), Shilparaman (Hyderabad & Vishakhapatnam), Master Creation Programme (Delhi), Exhibitions at Jaipur, Panji, Kurukshetra, Ooty, Nainital so as to encourage the tourists to purchase local handicraft items and handmade clothes
